YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF CANAL⁺ VIEWERS IN YANGON

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MBA II – 37

MBA 24ᵗʰ BATCH

MARCH, 2022

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ABSTRACT

The main objectives of this study are to identify the effect of service quality on customer satisfaction in Canal$^+$ Myanmar and to analyze the effect of customer satisfaction on customer loyalty in Canal$^+$ Myanmar. For primary data, four hundred customers of Canal$^+$ Myanmar are interviewed with structured questionnaire, and they are chosen by using simple random sampling method. Secondary data are collected from document review, internet searching, international research papers, textbooks, and previous research paper from library. Findings of this research show that all six dimensions of service quality in Canal$^+$ Myanmar's performance have been higher than average level. Among six influencing factors, tangibles, content quality, convenience and customer value have significantly influenced on customer satisfaction. It is also found out that customer satisfaction can generate customer loyalty. For the pay TV providers in Myanmar, a win-win service quality strategy should be utilized in order to promote the values towards customers and keep their loyal customers of the companies.

ACKNOWLEDGEMENTS

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MBA II – 37

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LIST OF ABBREVIATIONS

MRTV   Myanmar Radio and Television

OTT   Over-The-Top

BBS   Burma Broadcasting Service

MWD   Myawaddy TV

MNTV   Myanmar National TV

MITV   Myanmar International Television

DTH   Direct-to-home

DTT   Digital Terrestrial Television

CHAPTER (1)

INTRODUCTION

Being determined as an ongoing emotional relationship between product or service providers and customers, customer loyalty is the greatest reward given as a consequence of satisfaction due to the overall value of the product or service received by a customer (Oracle, 2021). Nevertheless, loyalty is depending on the satisfaction of customer and not directly proportional to the level of satisfaction. Customers may feel satisfied with products or services, but it can still happen possible situation not to be loyal. On the other hand, some customers are still in the status of loyalty while they have some degree of dissatisfaction in their mind concerned with product or service.

As the competition among businesses become intensified during the global economic crisis caused by Covid-19, many firms are modifying or implementing their loyalty programs to prohibit their current loyal customers from leaving to their competitors. Continuous reviewing process about customer loyalty is necessary for companies to adjust supply and demand, estimate the profit or loss, maintain the quality of product or service and enjoy the fruits of success (Aaker, 1991).

Principally, customer loyalty can be classified into two dimensions called behavioral dimension and attitudinal dimension (Kandampully et al., 2000). The behavioral loyalty is specified as the behavior of a customer related to repurchase and the preference for a service or a product over time (Bowen & Shoemaker, 1998), while the attitudinal loyalty is defined as the intention of customer concerned with likelihood to repurchase and recommend (Getty and Thompson, 1994).

Basically, the evaluation of the service performance is based on the quality of service. According to Lewis and Booms (1983), service quality is the measurement of how far the delivered service is identical with customer satisfactions and delivering service quality refers as accommodating to expectations of customer on a persistence basis. Besides, the outcome of service quality is the difference between expectations of customer and the service delivered (Parasuraman et al., 1985). The gap of the service quality has emerged by the time the level of service perception decreases lower than the expected level. The existence of the gap between the quality perception of a service

provider and the quality perception of a customer is called the perception gap (Oliver, 1999).

For every business, customer loyalty is a prerequisite to make profits even when the prominent level of satisfaction may not secure full percentage of guarantee. The more advanced economies such as entertainment, technology and broadcasting media have now changed consumer buying interest with the numerous kinds of products and services. Nowadays, customers demand high quality of products with reasonable price. The key factor to persuade quality conscious customers is to give satisfaction through products or services with superior quality. Customers always prefer a product or service that gives them the maximum satisfaction. When customers are satisfied with the service quality, they tend to be loyal with the service organization (Siddiqui, 2011). The paper aims to explore the importance of service quality in media platform of Canal$^+$pay TV in Yangon.

1.1   Rationale of the Study

Until now, broadcasting industry in Myanmar is a growing market and it can be considered as the blue ocean. Most of the viewers in Myanmar rely on the installation of illegal satellite dishes due to the high costs of pay TV channels subscription charges. To relief some extent of that difficulty, the Ministry of Information permitted some free-to-air TV channels and declared the complete transition process from analogue to digital broadcasting in 2020.

Watching Television is a common tradition around the world. But, the strict state control over the television broadcasting sector appears less interest for the investments by not only local but also international investors. Being successful in calling for tender on licenses of private TV broadcasting in 2016, some positive developments have been found and 29 companies are submitted their proposals. Among them, five companies have granted licenses and qualified to continue their business with the promise to follow the rules and regulations of MRTV and editorial policy of Myanmar.

Honestly, all types of emotions and feelings of human beings cannot be able to include in the study because of the mysterious and unpredictable nature. Sometimes, customers can stay in the stage of disloyalty even their preference fit their level of expectation. The reasons behind why customers disloyal even if products or services meet

their level of satisfaction are that some customers would like to extend the usage of other alternatives available in the market and another type of customer does not want to appreciate outdated product or service in the sophisticated market. Furthermore, in the era of generation Z, it is less likely to watch television and spent a lot of time in surfing the net and using social media via mobile phones. Thus, the future of traditional media such as newspapers and television broadcasting are facing thread in the age of information. Therefore, television broadcasting needs to design innovative and qualified channels to retain customers and give satisfaction through channels. As a result, most of the pay TV channels are now available to watch on OTT (Over-The-Top) platform. Understanding the factors influencing customer satisfaction and customer loyalty could help to understand customers better and know how to get competitive advantage too.

Service quality in pay TV sector in Myanmar has continued to decline overtime. There are persistent complaints such as unreliable and untimely service provision lack of good customer relations, bad practices and attitudes of pay TV service providers towards customers. It has been faced with stiff competition from their competitors who offer low priced services, and this has led to customer shift. The study is conducted due to its significant contribution to different groups of audience in broadcast media industry and broadcast media professionals in particular. The findings of the research provide a brief review on two dimensions of customer loyalty with a focus on a pay TV provider in Myanmar.

There are very few studies about the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon. In accordance with service quality, this study seeks to fill the research gaps between customer loyalty and reliability, tangibles, content quality, customer service, convenience and customer value. By conducting this research, Canal$^+$ Myanmar can seek requirements and improve service quality. This study aims to assist and help another study for scholars. This research would provide advantages for Canal$^+$ Myanmar to improve the customer loyalty by carrying out these types of service qualities. Furthermore, this study will provide researchers with future guidance in the study of service quality and customer loyalty.

1.2   Objectives of the Study

The purpose of the study is to observe the effect of service quality on satisfaction and loyalty of Canal$^+$ viewers in Yangon. The two main objectives are as follow:

1. To identify the effect of service quality on customer satisfaction in Canal$^+$ Myanmar,
2. To analyze the effect of customer satisfaction on customer loyalty in Canal$^+$ Myanmar

1.3   Scope and Method of the Study

In this study, analytical method is conducted based on both primary data and secondary data. Primary data are collected by structured questionnaires with 5-point Likert scale from the respondents who are randomly chosen from Canal$^+$subscribers in Yangon. Document review, Internet searching, international research papers, textbooks and previous research paper from library are part of secondary data collection. This method was used to study the background and profile of Canal$^+$ Myanmar as well as the theoretical background relating to service quality, switching barriers, customer satisfaction and customer loyalty. The study focuses on customers in Yangon who subscribe Canal$^+$ Myanmar. Data analysis was carried out with the assistance of SPSS for the descriptive statistics. The data was organized, tabulated, and demonstrated in different tables, charts and diagrams.

Sample size is limited to 400 respondents resulted by calculating Cochran's formula with 95% confident interval. Simple random sampling method is used to collect data from targeted respondents who are the viewers of Canal$^+$ pay TV in Yangon. Data collection period is during (January to February, 2022).

The findings of the study may not be generalized and represented across the country. It stands for only the respondents subscribe Canal$^+$ Pay TV and live in Yangon and excludes perceptions of respondents live in other regions and divisions. Critically, the respondents participated in this study are only with voluntary basis and do not receive any pecuniary benefits.

1.4   Organization of the Study

This study comprises five chapters. Chapter (1) is the introduction of the study, rationales of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) presents the theoretical background of the study. Chapter (3) describes the profile and services of Canal$^+$ Myanmar. Chapter (4) includes the effect of service quality on customer satisfaction and customer loyalty and Chapter (5) expresses the findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter describes the concepts and theories relevant to service quality and customer loyalty. It includes the concepts of service quality, customer satisfaction, customer loyalty, relationship between service quality, customer satisfaction and customer loyalty and empirical studies.

2.1   Concepts of Service Quality

Service is a bridge that delivers companies to reach their customers. Definitions and interpretation of service can differ with one another according to the respective areas. Some scholars metaphorize service as an intangible offer provided by one party to another for the sake of exchanging money for pleasure. In assessing quality, customers find out the standard of service as one of their considerations (Solomon, 2009). Quality is the ability to fulfill customers' needs and their satisfaction on account of the total accumulation of the characteristics and features of a product or service (Kotler et al., 2002). In management and marketing literature, the criteria of service quality are measured through customer perceptions on service whether meet or surpass their expectations (Zeithaml et al., 1990).

Theoretical equation for service quality is that the deduction of service perceptions from the customer expectation (Parasuraman, 1988). Scholars argued that calculating the difference between expected and perceived service can be the solution for businesses if the management can handle gaps in providing their services. The purpose of offering qualified services is to persuade the customer satisfaction. The key to find out the service conditions and customer satisfaction is evaluating the service quality. In the study of Haywood(1988), service quality is constituted with three elements: physical facilities, personal behavior and professional judgment which are commonly known as 3Ps. In this study, the achievement is linked with the appropriate and sensible combination of these three elements.

Among the different types of service quality measurements, SERVQUAL model is included as one of the valuable magnitudes. Originally, this model was created by

compressing into 10 dimensions among 97 distinguishable variables (Parasuraman et al., 1985). Dimensions can be able to use as the criteria to criticize the expectations and perceptions of customer on delivered service (Kumar et al., 2009). The gap model developed by (Parasuraman et al., 1988) which is commonly known as SERVQUAL scale is being proven constantly as one of the best methods to examine the quality of service delivered towards customers. The presentation of this theory is shaping like SERVQUAL is the most appropriate model to access the service quality from the perspective of customers. The rational explanation is because of the transparency in case of describing about expected and perceived service which can deliver to customers, who is likelihood to consume service and who can be certainly named as hardcore customer.

The primary model introduced by (Parasuraman et al., 1988) consists of ten dimensions in service quality called access, credibility, courtesy, competence, communication, security, tangibles, responsiveness, reliability and understanding the customer. Further studies discovered the repeated and similar factors among those ten dimensions and condensed into five dimensions; assurance, empathy, Responsiveness, reliability and tangibility. The total sum of divergence between expectations and perceptions derived from the five dimensions tends to form the structure of global perceive quality (Laroche et al., 2004). By accepting this concept, the expectations of customer meet via the outcome dimension of Reliability and surpass their expectations according to the process dimensions of Assurance, Empathy, Responsiveness and Tangibility.

Functional and technical dimensions are needed to add extra in the factors of service expectations in accordance with the opinion of some researchers. Idea is customers evaluate the quality of service from the point of technical dimension on what is delivered, and they seek how, who, when and why it is delivered by the view of functional dimension (Gronroos, 1983). Dimensions of functional and technical along with should and will expectations and they discovered the normal relationship between two dimensions and proposed two types of expectations (Laroche, 2004). Not at all, they made a trial run their dimensions in the context of the airline industry. Their study of measuring service quality is followed dimensions of technical and functional submitted by (Gronross, 1983). Therefore, it has been shown that the SERVQUAL model is not necessary in all kinds of businesses related with criticizing their service quality. In other words, heterogeneous industries will necessary different types of measurements in service

quality. In this study, it includes reliability, tangibles, content quality, customer service, convenience, and customer value of Canal⁺ Myanmar.

2.1.1 Reliability

Reliability is obtained by fulfilling the promised service with the guarantee of high accuracy (Zeithaml et al., 1990). Reliability defines that the company attempts to achieve their promises to customers related with the pricing, resolution of problem and provision of services. This dimension concentrates in the needs of customers. From the perspective of customers, they believe that it is not possible to break their promises related with the outcomes of service and the features of core service by the service providers (Wilson et al., 2008). Reliability confirms the efficiency of a service provider to provide high quality of service on a consistent basis.

Reliability is directly proportional to the trust and the overall admiration that customer feels after service consumption (Abd-El-Salam et al., 2013). In service quality, the role of the reliability is played as the major role and people will feel that sense of the dimension of reliability because of the service quality they received (Kaura et al., 2012). As a company which provides the good quality of service, a company and its employees require having the ability in solving and communicating with customers for their queries concerned with the product and services. In this case, it is essential to response in line with the time to be effective (Buttle, 1995).

2.1.2 Tangibles

Tangibles mean physical appearance and features occupied in product or service. Physical structures of the headquarters and offices, types of materials usage and usage of branding equipment are included in the physical appearance and features. Furthermore, tangibles are utilized as the reflection of image and quality by most of the firms (Zeithaml, Bitner & Gremler, 2006). The dimension of tangibles is crucial in products or services because it can express the brand to be prominent and create positive combination to the quality of product or service. On the side of service providers, they are careful with their employees to be perfect in appearance, equipment, uniforms and working environment. It makes the customers to get good expression in the entire process of the company.

Customers will try to judge about the quality of the service by looking at the tangibles such as physical infrastructure, machines or equipment, employees and mechanism of communication which can promote the image and brand of the company (Zeithaml et al., 2006). Moreover, tangibles are highly emphasized in implementing the strategy and they are also used repeatedly as the booster in brand, quality status and continuity in communication with the customers by service industries. Additionally, some companies formulate the merging style of tangible dimension to generate a service quality strategy.

2.1.3 Content Quality

In the pay TV industry, content quality can be represented offering of good content that can give advantages to customers with entertainment and edutainment. (Shin, 2009a). Content quality is important because it can be foreseeable for the customers to accept a technology (Cheong and Park, 2005). To get the attention in the offered technology, service providers should persuade people with the good quality of content. Yang and Jun (2002) discovered that the content quality is directly proportional to the mood of the people in the pay TV industry and the significant relationship between them was emerged. Program content has been used in the effective quality function due to keep design and the product quality in the context of the cable TV and it can also utilize to standardize the program quality (Chen and Kuo, 2009).

Content quality which is also called as the system quality or information quality has the influence on the usage of system and customer satisfaction (DeLone and McLean, 1992). Thus, customers criticize on the quality of pay TV service companies depends on whether they provide good channels, transmit good quality, support technological aid or not. It will decide good or not based on the personal feelings and benefits perceived after they experience that service.

Content quality can be differentiated into three categories called variety of channels, adjustable in programs and flexibility in quality of channels contributed by supplier. (Jan et al., 2012). Variety means viewers can select from the wide range of channels. Adjustable refers to the providing different and up to date programs which cannot be produced by competitors. In the meantime, flexibility in channel quality

attributes that pay TV provider produces itself the additional channel which can give the different taste of feeling rather than other content providers.

2.1.4 Customer Service

Customer service is included as one of the important factors in calculating the standard of service quality. Many researchers endeavored to compute the level of customer service in the industries of telecommunications and pay TV. Being the core element that can influence the quality of cable TV, engineering service, receptionist service, ease of payment and speedy maintenance are included in the customer service (Chen and Kuo, 2009).

Individual characteristics of the flexibility in delivering the service towards contrasting customers, reliability, realizing the clients cannot be carried out when the service personnel of the company fail to engage with customers. It can be regarded as the frequent communication between customers and service personnel is during enquiries about service and maintenance process. To get the upper position in this situation, good customer service management is required by a company. In the industry of pay TV, customer service is measured by the desire of service provider in handling the occurred problems of customers, the inspirational feeling of trust and increase in confidence when they expose service.

2.1.5 Convenience

According to the concept of convenience, it creates adjustable and comfortable by means of service that can fulfill customer needs (Seth et al., 2008). The study of Kassim and Abdullah (2010) in Qatar and Malaysia which countries have different geographical features and diversities in culture to discover about the influencing factors of personalization with four factors entitled personal predilection, personal concentration, recognition of the definite customer needs and collecting information about the product renovations.

Depending on the grade of the convenient setting in the pay TV, it will decide which providers of pay TV arrange well in their facilities to be adjustable and convenient along with the needs of customers (Seth et al., 2008). Additionally, it also contains uncomplicated process, a lot of selections in channels, wide range of methods in payment

and video on demand (VOD) characteristics that can accelerate the level of convenience in watching the channels of pay TV by customers. Convenience that service provider gives to customer in using a particular service is one of the factors that convince customer to adopt a technology (Shin, 2007). In this way, convenience performs as the one of the essential elements in criticizing the quality of service served by a company.

2.1.6   Customer Value

Value creation is a process of accumulation in receiving something that is more valuable than the providing one. The result comes out from the industrial and managerial mechanisms or as an outcome emerges from the innovative technology towards customers can be regarded as the creation of customer value (Teece, 1996). If customers find value in the products or services, they will refer or recommend positively to their relatives and friends without asking them to do. From the perspective of businesses, they should analyze their offerings continuously to measure their value in the products or services and prohibit from switching to other competitors. The intense concentration and recognition in customer value become famous because of the beliefs that can sustain competitive advantage (Woodruff et al., 1997), fulfill the satisfaction of customer (Andreassen et al., 1999), encourage re-purchase intentions, promote the customer loyalty, and strengthen the relationship commitment (Chang et al., 1994), and increase the profitability of organization for the long-term (Woodruff & Gardial 1996). According to Slater and Narver (1994), it requires building the relationship between competitive advantage and customer value and setting the competitive advantage emphasized on the capabilities of the business that can provide superior value on a consistent basis towards customer rather than structural characteristics, economies of scales and market power.

2.2   Customer Satisfaction

Customer Satisfaction means the result received by customers when the quality of service they experienced exceeds their expectation. Generally, customer satisfaction is recognized as an outcome of service quality (Lim et al., 2006). Lots of research in various industries and sectors has been shown that this relationship. There is a positive relationship between good service quality and customer satisfaction (Szwajca et al., 2018) in banking, (Sharma et al., 2013) in telecommunication, (Hussain et al., 2015) in airline

and (Saghier et al., 2013) in hotel industry. Unfortunately, the studies of this relationship in pay TV industry are so scarce that it is required to find out further investigation. In other words, it can be said that the better the service quality, the greater their satisfaction level.

Repurchase Intention is the consideration or desire of customers on products and services whether they wish to buy again or not (Noh et al., 2011). Numerous numbers of studies have been pointed out about the direct relationship between customer satisfactions and repurchase intention (Bai et al., 2014). These studies describe about the determination of customer tends to repurchase from the same service providers because of their specific quality in service. In other words, the more satisfied with the service provided, the higher the chance to comeback and repurchase by buyers.

Possibly, negative word of mouth, complain and switch to other competitors can emerge rapidly from a dissatisfied customer while a satisfied customer can spread quickly positive words and recommendations about product or service to others. Factually, many research papers in different fields prove that the customer satisfaction is directly related to increase positive recommendation. The customer satisfaction is directly linked to spread more positive recommendations (Jen et al., 2011) in the transportation industry, (Vazquez Casielles et al., 2009) in the mobile telecommunications industry, and (Shen and Choi, 2015) in the tourism industry. Likelihood of switching to others will be reduced gradually when a customer perceived the value of higher satisfaction, and it can even promote possibly to give positive recommendations.

Cumulative satisfaction leads customer to pay more for the same products or services. Many research papers are being portrayed that the customer satisfaction is directly proportional to the willingness to pay more. For example, (Vazquez Casielles et al., 2009) used price tolerance as a factor to reveal how customers have the willingness to pay more in the mobile telecommunications industry while (Ladhari et al., 2008) had declared a prominent effect of the connection between the customer satisfaction and willingness to pay more in restaurant industry. Based on the previous research studies from different sectors, we can conclude that the more satisfied a customer, the more his or her willingness to pay more for pay TV service.

2.3   Customer Loyalty

Customer loyalty exists when customers purchase repeatedly for the long-term (Yi and Jeon et al., 2011). Service loyalty states when the patrons buy product or service from the same service provider for the certain period of time and perceived positive emotional feeling by using them which portrays to consider for the next time to use (Gremler and Brown, 1996). True loyalty is mentioned as the actual repurchase on a brand without having commitment in comparison with the repeated purchase behavior (Bloemer & Kasper, 1995). According to the adage of Kotler et al. (1999), the expense of persuading a new customer is equal to the five times of the expense of maintaining current customers to get pleasure. A loyalty model was framed for the two components: attitudinal loyalty (generated by satisfaction, trust and involvement) and behavioral loyalty (the act of purchase) (Donio et al., 2006).

The quantum of the behavior reflects the outcome of the productive process of purchase and prohibit the intensity in comprehension of paramount factors in the decision of buying procedure (Jacoby and Chestnut, 1978). Containing and analyzing the opinions of customers towards loyalty with the broader construction and practical approach (Dick & Basu, 1994). In the time when the loyalty and the determining factors consists as the main subjects in the marketing research, most of the scholars forecast the buying behavior in the future.

The researcher use to measure the intention as an indicator of current behavior. The intentions of switching a company are good predictors of defecting behavior in the buying process context, specific to long term contractual relations (Bansal and Taylor, 1999). The behavioral loyalty is analyzed using the former type of loyalty; intention variables became factual variables. Clients are asked if they use to buy and recommend the company products in the present.

The behavioral loyalty is measured on two dimensions: purchasing from the retailer and from the competitors. As indicators, they used: ―frequency of visits to the retailer, purchases, and percentage of purchases per customer (Gómez, et al, 2006). The results showed that participants in loyalty programs are more loyal (behavioral and affectively) than non-participants.

Attitudinal loyalty is defined as a consumer's desire to continue his relationship with the company in spite of the lower prices of the competing companies and to

recommend the products or the services to his friends (Dick & Basu, 1994; Chaudhuri & Holbrook, 2001). The value of the attitudinal variables must not be underestimated; the behavior reflects the current situation or, more likely, a set of past events while attitudes offer clues about the customers' future behavior (Filip & Costantinescu, 2007).

There are authors who prefer to use the expression —mental state instead of the word —attitude because other aspects were involved, and other psychological variables were involved instead of attitudes. This attitude can be measured by asking people how much they love the brand, how much are they attached to the brand or have positive feelings about it, what are the chances they will recommend the brand to other people (Dick & Basu, 1994).

The intensity of attitudes are used for a key predictor of the repeating purchase. The clients who manifest attitudinal loyalty are less capable of spread negative information about the brand (Donio et al., 2006). Loyalty is the long-term relationship between clients and brands. To measure the attitude, company need to know customer' feelings for a brand, the buying intention and recommendation intentions. (Sondoh, 2009).

2.4   Empirical Studies

This study is constructed out of two international research papers and one theoretical model.

For over half a century, almost every researcher which study on marketing, supply chain management, business administration and other relate field intend to find the interrelationships between service quality, customer satisfaction, and customer loyalty. However, they did not do too many deep studies and elaborations, most of them always focus on the one-for-one relationship among service quality, customer satisfaction, and customer loyalty. Several recent studies agree on the fact that customer satisfaction has a significant positive effect on both customer retention as well as brand loyalty (Nazir, Krystallis & Chrysochou 2013).

To increase the customer satisfaction, companies often emphasize the service quality (Kuo et al., 2013). Enhancing the service quality become a trend in several different industries and the market is more situated where consumers demand better quality (Angelova & Zekiri, 2011). The claim that customer satisfaction has a positive

influence on brand loyalty has been supported several times (Back & Parks, Ene & Ozkaya, Fornell, et al., 2015). The characteristics of loyal customers are spread a positive word-of-mouth, and frequently buy company's new products. (Hussain et al., 2015). However, satisfied customers are more likely to be loyal to a brand, nevertheless, loyal customers are not automatically satisfied (Fornell, 1992).

A study found that customer satisfaction is a mediator between service quality and brand loyalty and positively affects brand loyalty(Allan, 2016). To satisfy customers, companies should provide good service quality in a customers' buying experience. Reviewing the studies of the interrelationship between service quality, customer satisfaction, and customer loyalty, customer service quality is antecedent to customer satisfaction (Cronin & Taylor, 1992). Also, customer satisfaction has an effect on customer loyalty, but customer service quality did not in any of the industries. Customer service, price system and billing system are the three dimensions related to customer service quality which have the more significant positive impacts on customer satisfaction, which in turn has significant positive influences on customer loyalty (Santouridis and Trivellas, 2010).

The first research paper focuses on the relationship between service quality, customer satisfaction and Behavioral intentions in pay TV. In that study, seven factors namely tangible, reliability, content quality, customer service, convenience, customer value and interactivity are included under the category of service quality due to measure the customer satisfaction and customer loyalty. Furthermore, three moderators of switching barriers are utilized to review the relationship between customer satisfaction and behavioral intention. Those three switching barriers are switching costs, attractiveness of alternatives and social ties. Specifically, the three variables under behavioral intentions in the study are repurchasing intention, positive recommendation and willingness to pay more. The conceptual framework is shown in Figure (2.1).

Figure (2.1)   Conceptual Framework of Dawi

Service Quality		Behavioral Intention

Service Quality

-Tangible
-Reliability
-Content Quality
-Customer Service
-Convenience
-Price
-Interactivity

Customer Satisfaction

Behavioral Intention

-Repurchase Intention

-Positive Recommendation

-Willingness to Pay More

Switching Barriers

-Switching Costs

-Attractiveness of Alternatives

-Social Ties
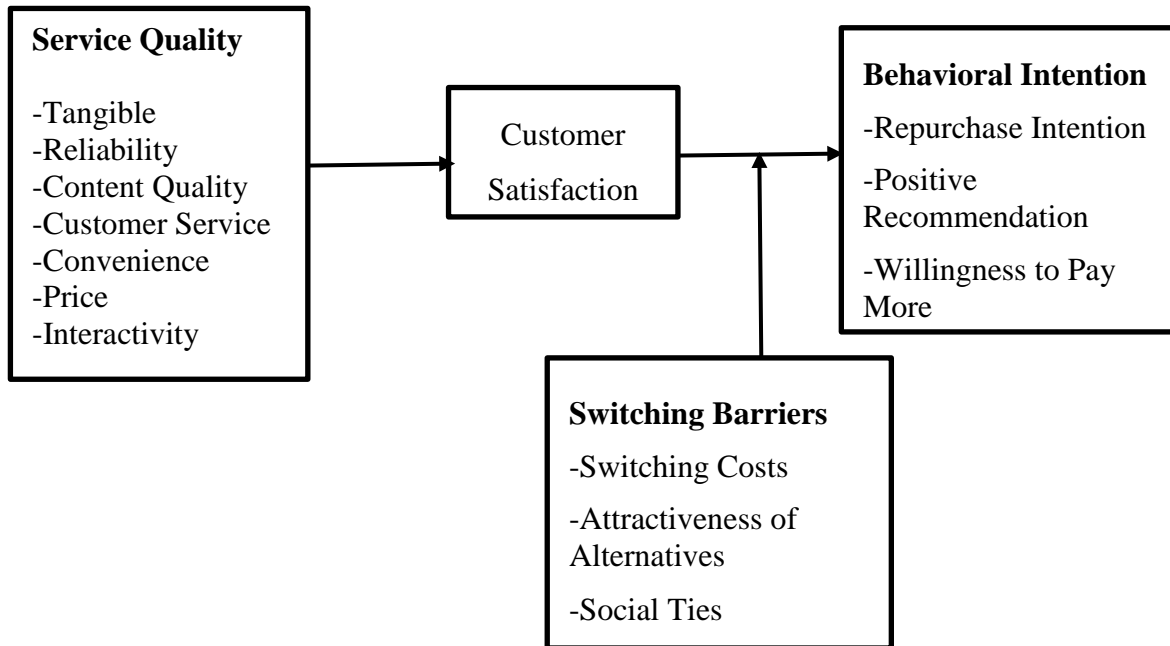
Source: Dawi, et.al (2018)

The research paper is carried out in Malaysia and the scope of the study is Pay TV industry. The replies of the questionnaire were gathered from 245 pay TV customers by the way of a survey application. The objectives of the study are twofold. The first one is to analyze the effect of customer satisfaction on behavioral intentions by taking into consideration of Malaysia's satellite pay TV customers and the last one is to investigate the moderating effects of the three components of switching barriers for the relationship between customer satisfaction and behavioral intentions. The study also exhibits the backbone of some theoretical implications. In the context of three switching barriers in order to play as a moderator role in the connection between customer satisfaction and behavioral intentions, it is concerned with the service evaluation process model. Additionally, theory of planned behavior is adopted because of its nature of the emphasis on the social influence which is critical in forecasting behavioral intentions.

The research paper found that the positive relationship between customer satisfaction and all three components of behavioral intentions. One of the findings shows that service quality positively affects customer satisfaction. Only the moderate relationship happens between the customer satisfactions and repurchases intentions. It is proved the moderate effect of customer satisfaction towards the positive recommendation. The nonlinear connection between customer satisfaction and willingness to pay more

results the outcome of a weak relationship between them. The outcomes demonstrate that switching costs and the attractiveness of alternatives do not have a moderate effect on the correlation between customer satisfaction and three behavioral intentions. For social ties, the prominent moderating effect has been found within the relationship between customer satisfaction and three components of behavioral intention.

Primarily, the study has plentiful of useful statistics and information for pay TV service providers. Additionally, the findings pinpointed the paramount of three behavioral intentions and not to forget in building strategy in order to maintain the competitive advantage. Pay TV service providers can get the knowledge about not to focus solely on customer satisfaction in their strategies for the purpose to gain positive behavioral intentions of customers and should recognize the switching barriers by means of a tool.

The second research paper emphases to reevaluate the AIRQUAL scale on measuring service quality and its effect on customer satisfaction and loyalty in airline industry. The variables under overall service quality include tangible, reliability, responsiveness, assurance and empathy. The effect of service quality is taken into account to determine the customer satisfaction and customer loyalty. Customer loyalty is divided into behavioral loyalty and attitudinal loyalty. Those variables are being put to measure the overall level of service quality. Repurchase intention, complaining behavior and word of mouth are the three components to figure out the degree of behavioral loyalty. Figure (2.2) describes about the conceptual framework.

Figure (2.2)   Conceptual Framework of Alotaibi

Source: Mishal M. Alotaibi(2015)

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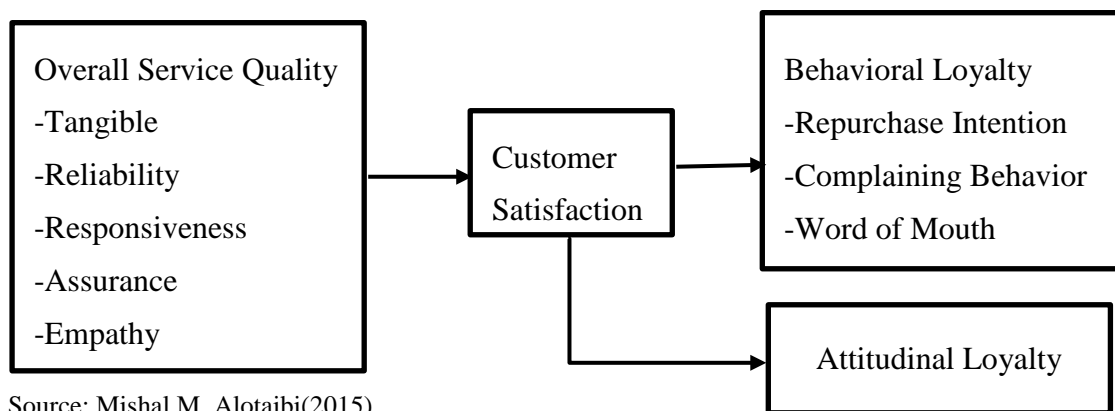
The study is done in Saudi Arabia and the focus area of the study is the airline industry. The general objective of the research is to certify the AIRQUAL scale through assessment in contrasting dimensions and its impact on the customer satisfaction and customer loyalty of Saudi Arabia's airline industry. Some of the theoretical models are underpinned in the research. 500 questionnaires were answered by the passengers of Saudi Airlines. The SERVQUAL introduced by (Parasuraman et al., 1988) is based to develop AIRQUAL model for this study. (Bari et al., 2001) formulated AIRQUAL model by adopting the model of SERVQUAL which is more appropriate to explore the service quality in airline industry. According to the limitations of credibility and assessment in AIRQUAL model, a systematic procedure is done in line with the instructions by (Bari et al., 2001) and (Parasuraman et al., 1988).

The study revealed that the overall service quality dominates the positive relationship with the customer satisfaction, repurchase intention, word of mouth, the attitudinal loyalty but the negative relationship occurs with the complaint behavior. Similarly, the customer satisfaction leads to impact positively on repurchase intention, word of mouth and the attitudinal loyalty when the negative relationship between customer satisfaction and the complaint behavior materializes.

Principally, it is beneficial because the study uses different recommended tests suitable with the service quality scale of the airline industry. Thus, budget airlines, full-service airlines and luxury airlines can take the advantage of it by viewing data and results. Furthermore, the researchers can adopt this study for their secondary data. Due to the service quality dimensions in the airline industry differ from other types of industry; airline managers can fill their gaps with adequate training and strategies via this research. The passengers of airlines can gain the spillover effect from the study.

In concern with customer satisfaction and service quality, many researchers are being discovered about the more accurate definitions, explanations and criteria of satisfaction and service quality. (Wilson et al., 2008) said that service quality targets specifically on different dimensions of service even though satisfaction and service quality have generally definite things in common. The statement issued by (Zeithaml et al., 2006) extended that the price and product quality contain as components affecting customer satisfaction whereas perceived service quality is also the factor of customer satisfaction. Theoretical model is shown in Figure (2.3).

Figure (2.3)   Theoretical Model of Wilson et al.

```
┌─────────────────────┐
│ Service Quality     │
│ -Reliability        │
│ -Responsiveness     │───────────┐
│ -Assurance          │           ▼
│ -Empathy            │    ┌──────────────┐      ┌──────────────┐
│ -Tangibles          │    │ Customer     │ ───► │ Customer     │
└─────────────────────┘    │ Satisfaction │      │ Loyalty      │
                           └──────────────┘      └──────────────┘
┌─────────────────────┐           ▲
│ -Product Quality    │           │
│ -Price              │───────────┘
│ -Situational Factor │
│ -Personal Factor    │
└─────────────────────┘
```
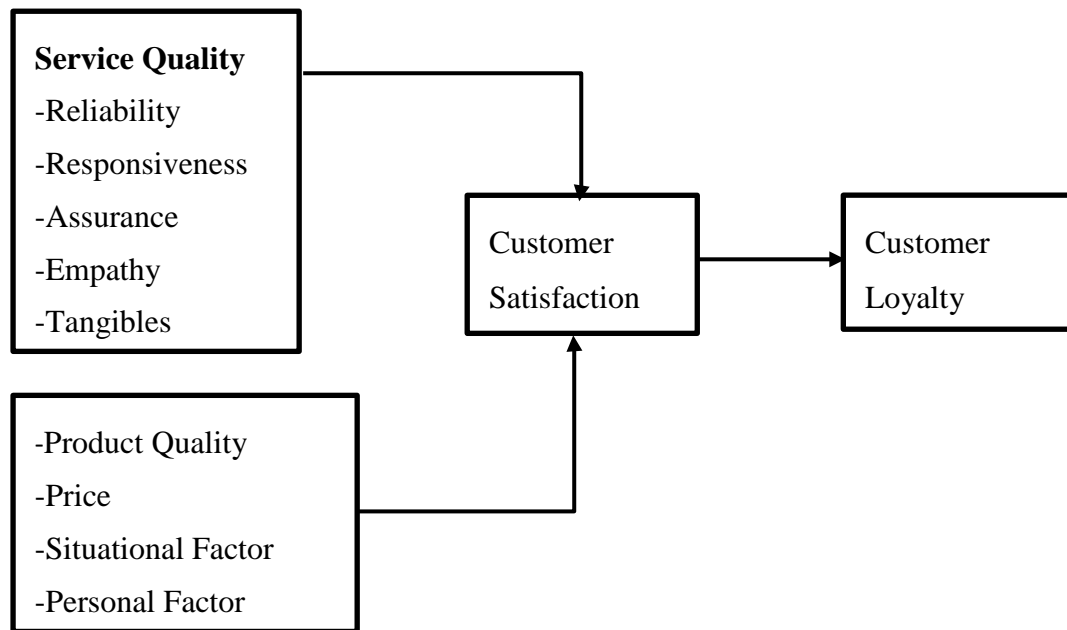
Source: Wilson et al.,(2008)

The model demonstrates that customer satisfaction and customer loyalty is interrelated with the price, product quality and service quality. Focused evaluation of service quality mirrors the customer perception level in respect of reliability, assurance, responsiveness, empathy, and tangibility when the customer satisfaction is inspired by perceptions of situational factors, personal factors, price, product quality and service quality (Wilson, 2008).

Various past research have been showed that the relationship between customer satisfaction and service quality starting from their definitions to their linkage with different business aspects. In the study of (Parasuraman et al., 1985), it highlights that the higher the perceived service quality, the greater the customer satisfaction. Based on the definition of customer satisfaction by (Lewis, 1993), (Sivadas & Baker Prewitt, 2000) found the result about the service quality influences on the customer attitude and satisfaction. Quote from the results of (Sivadas & Baker Prewitt, 2000), (Su et al., 2002) confirmed the reflection of the service quality always react on customer value and their feelings.

In addition to the statements and studies by other researchers, SERQUAL model is a measurement of service quality because of the customer demand in value in their offer. As a consequence, their study combined service quality and customer satisfaction with customer value which leads to power up the connection between service quality and

customer satisfaction. Contrasting to the previous research, (Bennett & Barkensjo, 2005) analyzed the levels of service quality by the technique of relationship quality, relationship marketing and customer perceptions. Due to their efforts, hypothesis components of SERVQUAL model have been scientifically identified the association with the construction of service quality. With the support of the SERVQUAL model, (Ahmed et al., 2010) added a mediation of customer satisfaction relationship amid service quality and repurchase intentions. To cover this point, (Gera, 2011) explored the correlation between service quality, customer value, customer satisfaction and behavioral intentions.

2.5   Conceptual Framework of the Study

The study mainly focuses on the effect of service quality on satisfaction and loyalty of Canal$^+$viewers in Yangon. The conceptual framework of the study consists of three variables; these are service quality, customer satisfaction and customer loyalty. This study is composed of two international research papers and one theoretical model.

Figure (2.4)   Conceptual Framework of the Study

Service Quality		
•Reliability		
•Tangibles	Customer Satisfaction	Customer Loyalty
•Content Quality		
•Customer Service		
•Convenience		
•Customer Value		
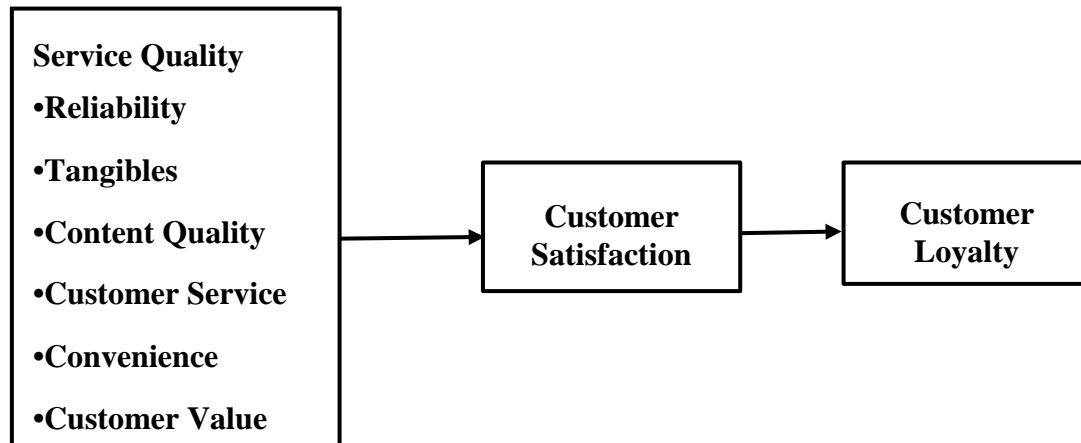
Source: Adapted from Dawi, Jusoh, Streimikis, & Mardani

In the study, the independent variable is service quality, and the dependent variables are customer satisfaction and customer loyalty. In measuring the service quality, six dimensions are included namely reliability, tangibles, content quality, customer service, convenience, and customer value. Reliability measures the capability and quality of technology that service provider offered. Tangible includes the appearance of physical facilities and equipment. For content quality, good channel offering, and abilities of

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different channels are measured. Customer service refers to the customer care service and handle of complaints. The ease of pay bills and the availability of multiple packages are included in convenience variable. Customer value is the finding of which factors make the customer most valued.

CHAPTER (3)

PROFILE AND SERVICES OF CANAL⁺ MYANMAR

This chapter states the background information of Canal⁺ Myanmar in which consists of television sector in Myanmar, services of Canal⁺ Myanmar and services quality practices of Canal⁺ Myanmar.

3.1   Television Sector in Myanmar

In 1979, a test trial in Yangon recorded as the first television broadcasting in Myanmar. On 3 June 1980, BBS (Burma Broadcasting Service) started to run their broadcasting which became the first television service and gradually broadcasted on a daily basis in 1981. Yangon is a region which broadcasts mainly by most of the television networks.   There are two state-owned television networks namely MRTV and MWD which provide news and entertainment programs in Burmese language. Nowadays, the broadcasting industry is getting stronger by the combination of free-to-air channels; MNTV, MITV, MRTV-4, 5-Plus, Channel-7, Channel K, Channel 9, Fortune TV and YTV, and Pay TV providers; Canal⁺ Myanmar and SKYNET. The organization structure of Canal⁺ Myanmar as shown in Figure 3.1.

Figure 3.1   Organization Structure of Canal⁺ Myanmar
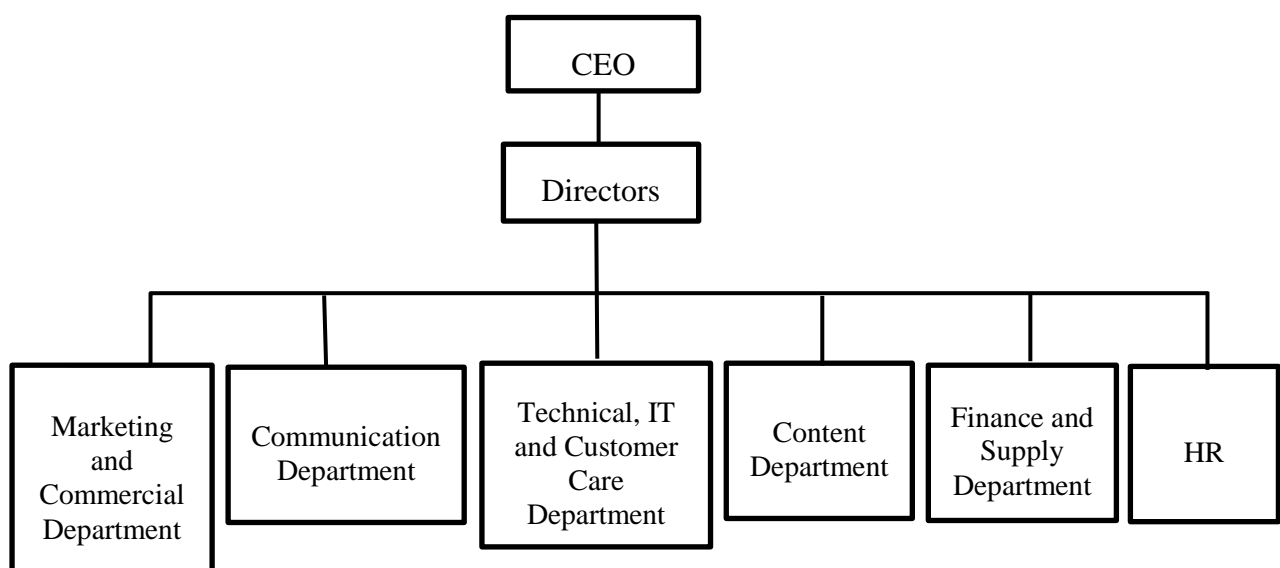
Source: Canal⁺Myanmar, 2022

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There are six departments in Canal$^+$ Myanmar. They are marketing and commercial department, communication department, technical, IT and customer care department, content department, finance and supply chain department and human resource department respectively. These six departments are controlled by six directors and chief executive officer (CEO).

Canal$^+$ Myanmar is one of the pay TV providers in Myanmar which provides the digital terrestrial television (DTT) signals in Yangon and Mandalay regions and direct-to-home (DTH) satellite television signals across the country. It is founded since 2017 through a joint venture between Forever Group based in Myanmar and Canal$^+$ based in France. My Canal application is launched in 2019 which is available to watch on any electronic devices. Canal$^+$ Myanmar produces local content and dubbed version of international content into Burmese. Canal$^+$ Myanmar and MPT work as the business partners which businesses become to share the same vision in innovations and provide new services towards customers. Furthermore, this collaboration paves an opportunity for the customers to watch TV anytime and anywhere via Canal$^+$ Myanmar and MPT.

Canal$^+$ Myanmar stores are opened throughout the country to penetrate the market with the wide range of scope. Mobile payment systems are added for the customers in order to subscribe and pay the bill via their smart phones. Their target market is the high-growth markets and the strategy is based on Myanmar economic statistic and total population which possess 7% rate of growth and 55 million populations. In the coming years, Canal$^+$ Myanmar aimed to conquer Myanmar audiovisual market along with the position of the key player in the market. They addressed about 12 million homes as a possible target market in this growing market. This project is considered as a part of the development strategy formulated by Canal$^+$ Group in Asia. Previously, they have already been established partnership with Vietnamese public television. Being the second project in Asia, Canal$^+$ fully delighted to cooperate with the Forever group for the purpose of sharing values and ambitions for Myanmar.

Canal$^+$ Myanmar FG Ltd is committed to commercialization and marketing for services towards customers. Continuous offer of exclusive channels will produce not only local and in-house production but also mixed with third-party international channels which target all marketing segments. The partnership between Forever Group and Canal$^+$ Group is dedicated to play as a main actor in the industry of Myanmar because of the union of two major providers and experts in the market. In setting the mission

statement concerned with their development of employees, Canal⁺ arranges the intense training plan in order to encourage the evolutions of employees' career quickly.

3.2   Service Quality Practices of Canal⁺ Myanmar

The Canal⁺ Myanmar FG provides either 47 channels or 90 channels which depend on available packages. There are 10 in-house channels offered by Canal⁺ Myanmar. They are Canal⁺ Kyi Lite that is a TV guide channel, Canal⁺ Gita that broadcasts related with music, Canal⁺Action that highlights and transmits action movies, Canal⁺ Ha Ha that is a comedy channel, Canal⁺ Pu Tu Tue that targets preschoolers, Canal⁺Sports 1 and 2 that are sports channels, Canal⁺ Cha Tate that is dedicated to teenagers and children, Canal⁺ Mae Madi that is a drama channel refers to female audiences, Canal⁺ Zat Lenn that is a film channel and Canal⁺ Su Sann that features documentaries.

Now, my CANAL mobile application is available in both Apple App Store and Google Play Store. This application allows customers not to miss their favorite programs and watch anytime and anywhere. Canal⁺ Myanmar stores are located in most of the townships which make easier for the customers to gain the services and payment of the bills. Moreover, customers can pay bills by using many online payment platforms. Canal⁺ Myanmar mainly offers two types of packages called the premium package which has 35 channels and basic package which has 20 channels. Occasionally, the prices of Canal⁺ Myanmar are flexible due to the seasonal promotions. In normal time, it will cost 700 Ks for 7 days, 1300 Ks for 15 days, and 2500 Ks for 30 days in the package of premium. The expenses of basic package are 500 Ks for 7 days, 700 Ks for 15 days and 1000 Ks for 30 days.

Canal⁺ Myanmar creates a wide network of distribution in order to get contacts commercially and technically with customers and it also provides tasks of the customer care. To be able to assist the usage of Canal⁺ , they arrange 7 days per week customer care service. Additionally, Canal⁺ teams are formed to fulfill the requirements of customers with high quality services in Canal⁺ stores. Furthermore, the advancement of equipment in DTT and DTH generates customers to receive high definition (HD) in Canal⁺ channels. Canal⁺ avoids complex design in their menu because they believe it can help an easy way of installation for customers themselves. For the broader customer

reach, Canal$^+$ builds strong partnership with finest retails networks in Myanmar and many convenience stores across the country.

The Canal$^+$ provides online payment for the customers via mobile banking applications for the convenience of customers. Therefore, customers can easily extend the package or buy Canal$^+$ new package from online without going nearest shops. To improve the customers engagement on social media, Canal$^+$ always post seasonal promotion news and other channel related news. Canal$^+$ also informed package promotion news on free to air channel to keep in touch with customers and not to miss any promotion news. During the pandemic, Canal$^+$ offer new delivery service system for health and safety of customers. Thus, customers no need to go to official shops and can order pay tv provider from online. Canal$^+$ takes customer survey via phone and always listen customers' suggestion and trying to improve based on customers' survey feedback. Canal$^+$ presents various contents category in their package based on the interests of customers, these are cinema, sports, entertainment, kids and education, documentary, music, and local categories.

3.3   Research Design

This study sought to establish the analysis of the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon. The study used a descriptive research design and primary data that are collected with structure questionnaire. There are 400 targeted respondents out of the total population of the study who are the viewers of Canal$^+$ pay TV in Yangon. The research instrument applied in this study is a structured questionnaire. The questionnaires were formed by the Five-point Likert scale (from one to five referring that strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, strongly agree = 5). Simple random sampling method was used to collect data. Primary data were collected from the viewers of Canal$^+$ pay TV in Yangon.

Document review, Internet searching, international research papers, textbooks and previous research paper from library are part of secondary data collection. Data analysis was carried out with the assistance of SPSS for the descriptive statistics. To measure the mean value for level of respondents, descriptive statistical method was applied. According to Judith Nguli (2017), the interpretation of Likert scale questions are from 1 to 1.80 represents (strongly disagree), from 1.81 until 2.60 represents (do not agree), from

2.61 until 3.40 represents (true to some extent), from 3.41 until 4.20 represents (agree) and from 4.21 until 5.00 represents (strongly agree).

3.4 Reliability Test

Reliability refers to test consistency. There are a number of differently used reliability coefficients. One of the most used is Cronbach's Alpha which can be interpreted as a correlation coefficient; it ranges a value from 0 to 1.

Table (4.1) Reliability Test

Items	No. of Items	Cronbach's Alpha
Reliability	5	0.866
Tangibles	5	0.879
Content Quality	5	0.888
Customer Service	5	0.911
Convenience	5	0.894
Customer Value	5	0.925
Customer satisfaction	5	0.905
Customer loyalty	5	0.906

Source: Survey data, February 2022

According to Table 4.2, it could be observed that of customer value is the highest at 0.925 indicating that this is good reliability because of higher than 0.8. The alpha value of reliability, tangibles, content quality, customer service and convenience are 0.866, 0.879, 0.888, 0.911 and 0.894 presenting that reliability is occurred in them. And then the alpha value of customer satisfaction and customer loyalty are 0.905 and 0.906 indicating that reliability is located. Therefore, these factors are internally consistency and reliability to analyze the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon.

CHAPTER (4)

ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

This chapter presents analysis of the demographic characteristics of respondents, responding the results of the survey that includes exploration of service quality on customer loyalty of Canal$^+$ viewers in Yangon. In this study, descriptive statistics is used. Regression analysis is also used to analyze the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon.

4.1   Demographic Characteristics of Respondents

Demographic profiles of the respondents are analyzed by gender, level of education, age, monthly income, and occupation of the respondents are presented as follow:

Table(4.2) Demographic Characteristics of Customers

Particular	Frequency	Percentage
Total	**400**	**100**
Gender		
Male	224	56.0
Female	176	44.0
Level of education		
Diploma/Certificate	32	8.0
Graduate	202	50.5
Postgraduate	111	27.8
Undergraduate	55	13.8
Age		
18-25 years	123	30.8
26-35 years	143	35.8
36-45 years	66	16.5

Particular	Frequency	Percentage
Over 45 years	43	10.8
Under 18 years	25	6.3
Monthly income		
Ks 300,000 to 600,000	164	41.0
Ks 600,000 to 1,000,000	78	19.5
More than 1,000,000	41	10.3
Under 300,000	117	29.3
Occupation		
Employee	192	48.0
Other	16	4.0
Self-employed	118	29.5
Student	74	18.5

Source: Survey data, February 2022

According to the Table 4.1, 56% of the respondents were male and 44% of the respondents were female. Most of the respondents were graduate person of 50.5% and post graduate person of 27.8%. The minimum age of respondents was under 18 years and the maximum age of respondents were 26-35 years. Most of respondents have Ks 300,000 to 600,000 of monthly income and the second largest respondents have fewer than 300,000 of monthly income. As occupation, most of the respondents were employees and the second highest number of respondents was self-employed.

4.2 Service Quality, Customer Satisfaction and Customer Loyalty of Canal⁺ Myanmar

The study sought to know the extent to which the service quality of Canal⁺ Myanmar. According to the study used five-point Likert scale, where; 1= strongly disagree, 2= disagree, 3= natural, 4=agree, and 5= strongly disagree. The results are presented on table 4.3 below.

4.2.1 Reliability

In the study, the reliability is measured with five features. The mean value score for each feature is presented and shown in the following table.

Table (4.3) Reliability

No.	Statements	Mean	Std. Deviation
1.	Error seldom occurs in service system	4.19	0.830
2.	Transmission is good regardless of whether the weather is good or bad	4.10	0.959
3.	Good audio quality of all the channels	4.26	0.893
4.	Good video quality of all the channels	4.31	0.821
5.	Keeps its customers informed when services are performed	4.37	0.787
	Overall Mean	**4.246**	

Source: Survey data, February 2022

According to the Table 4.3, most of the respondents agree with the statements of which reliability influence on customer satisfaction and the overall mean score is 4.246. The highest mean score is 4.37 in which the respondents tend to satisfy Canal$^+$ Myanmar if the Canal$^+$ service provider keeps its customers informed about when services are performed. It can be stated that customers are informed when the things about frequent delays in response, frequent disconnection, lack of access and poor security are happening. The second highest mean score is 4.31 which indicate that the video quality of Canal$^+$ Myanmar is good for all channels. The respondents are satisfied with the good audio quality of all channels as their mean score is 4.26. The error of Canal$^+$ service system is rarely occurred as the mean score is 4.19.On the other hand, the lowest mean score of the statement is that the transmission is good regardless of whether the weather is good or bad with the mean score 4.10. Overall, all of the mean scores demonstrate that customers have the good level of reliability.

4.2.2 Tangible

Tangibles are calculated in five types of conditions in this study. The mean score for each item and overall mean score for the tangibles are mentioned in the next table.

Table(4.4) Tangibles

No.	Statements	Mean	Std. Deviation
1.	Having modern-looking equipment	4.37	0.799
2.	Well dressed and neat in appearance by employees	4.29	0.772
3.	Physical materials such as pamphlets and billboards are visually appealing.	4.19	0.926
4.	Physical facilities are visually appealing.	4.29	0.826
5.	When customers occur with problems, the company is compassionate and reassuring.	4.33	0.797
	Overall Mean	**4.294**	

Source: Survey data, February 2022

According to the Table 4.4, most of the respondents agree with the statements of which tangibles influence on customer satisfaction and the overall mean score is 4.294. The highest mean score is 4.37 in which the respondents accept that Canal$^+$pay television service provider has modern-looking equipment. The second largest mean is 4.33 in which the respondents believe that Canal$^+$ Myanmar is compassionate and reassuring when they have problems. When analyzing the appearance of Canal$^+$ Myanmar's employees, the respondents agree that the employees are well dressed and neat in appearance as the mean score is 4.29. The respondents trust that physical facilities of Canal$^+$ Myanmar are visually appealing as the mean score is 4.29. On the other hand, the lowest mean score of the statement is that physical materials associated with the service (such as pamphlets or billboards) are visually appealing with the mean score 4.19. This means that customers are consented on the tangibles of this statement. The findings show that the reflection of tangibles is located in the service quality of Canal$^+$ Myanmar.

4.2.3 Content Quality

Five kinds of components are included to compute the content quality. The results come out from 400 respondents in mean scores are described in the following.

Table (4.5) Content Quality

No.	Statements	Mean	Std. Deviation
1.	The numbers of channel offered is enough.	4.20	0.911
2.	Provides the most current movies and programs	4.16	0.956
3.	The channels are arranged seasonal programs.	4.33	0.810
4.	Provides channels that are not offered by competitors	4.22	0.880
5.	The sport channels are better than sport channels in non-paid TV.	4.31	0.823
	Overall Mean	**4.244**	

Source: Survey data, February 2022

According to Table 4.5, the statements measure about content quality are acceptable by most of the respondents and the overall mean score is 4.244. The highest mean score is 4.33 in which customers agreed that the channels are arranged seasonal programs. The second largest mean is 4.31 in which the sport channels provided by the Canal$^+$ service provider is better than sport channels in non-paid TV. The respondents receive that Canal$^+$ pay TV provides channels that are not offered by competitors as the mean score is 4.22. The respondents gain that the numbers of channel offered by Canal$^+$ pay TV provider is enough as the mean score is 4.20. Even though it processes the lowest mean score in content quality. The mean of 4.14 states that Canal$^+$ Myanmar can provide the most current movies and programs. Overall mean score of 4.24 describes content quality is situated in the service quality of Canal$^+$ Myanmar.

4.2.4 Customer Service

Five statements are contained in order to measure the customer service. The mean scores under customer service are mentioned below.

Table (4.6) Customer Service

No.	Statements	Mean	Std. Deviation
1.	Provides a variety of customer support system for their customers	4.31	0.808
2.	Easily access to the customer service through 24 hours customer service hotline	4.31	0.869
3.	The customer service personnel are knowledgeable in giving technical support by phone.	4.32	0.775
4.	Complaints from customers are processed speedily.	4.33	0.837
5.	The customer service personnel speak politely.	4.30	0.762
Overall Mean		**4.314**	

Source: Survey data, February 2022

Through the result of Table 4.6, most of the respondents are welcome to the statements of which customer service influence on customer satisfaction and the overall mean score is 4.314. The highest mean score of 4.33 means that complaints from customers are processed speedily. The second largest mean is 4.32 in which the customer service personnel are knowledgeable in giving technical support by phone. The respondents deligth that Canal$^+$ Myanmar provides a variety of customer support system as the mean score is 4.31. The respondents favourable that they can easily access to the customer service through 24 hours customer service hotline as the mean score is 4.31. The lowest mean score of 4.30 means that customers are agreed about the customer service personnel speak politely. According to the overall mean value, Canal$^+$ service provider helps customers solve service problems and to inspire trust and confidence in using the service.

4.2.5 Convenience

Convenience is computed based on five situations. The data given by the respondents is expressed in mean scores as shown in table.

Table (4.7) Convenience

No.	Statements	Mean	Std. Deviation
1.	Payment of the bill at many places	4.36	.798
2.	Change of any Canal⁺package type easily	4.33	.779
3.	Provides multiple package options	4.26	.838
4.	Payment of the bill from different online payments system	4.39	.793
5.	Purchase Canal⁺ from online	4.41	.783
	Overall Mean	**4.35**	

Source: Survey data, February 2022

According to Table 4.7, this study found that the highest mean score is 4.41 in which customers can buy the Canal⁺ service from online. The second largest mean is 4.39 in which the bill of Canal⁺ service can pay from different online payments system. The respondents can easily pay the bill of Canal⁺ service at many places as the mean score is 4.36. Moreover, the respondents agree that they can change any type of Canal⁺ packages easily as the mean score is 4.33. The lowest mean score is 4.26 in which Canal⁺pay television operator provides multiple package options. Most of the respondents appreciate the statements of which convenience influence on customer satisfaction and the overall mean score is 4.35. According to the overall mean, the respondents are likely to agree upon Canal⁺ Myanmar provides items such as simple procedure, multiple choices of packages and payment methods as well as video on demand (VOD) features that enable customer to watch TV programs conveniently.

4.2.6 Customer Value

Customer value is measured by five items. The means scores and overall mean score related to customer value are listed below.

Table(4.8) Customer Value

No.	Statements	Mean	Std. Deviation
1.	The expertise of service staff is important.	4.31	.799
2.	The monthly fee is reasonable.	4.38	.792
3.	Customer can save more money from extra validity period; cash back offer and seasonal promotion.	4.33	.795
4.	Company understands customers' needs and wants.	4.28	.837
5.	Company follows customer feedback.	4.29	.852
Overall Mean		**4.318**	

Source: Survey data, February 2022

Through the result of Table 4.8, most of the respondents are pleased with most of the statements about customer value and mean score is 4.318. The highest mean score of 4.38 means that the monthly fee is reasonable. The second largest mean is 4.33 which shows that customers can save more money from extra validity period; cash back offer and seasonal promotion. The respondents agree that the expertise of service staff is important as the mean score is 4.31. The respondents accept that company follows customer feedback as the mean score is 4.29. The lowest mean score of 4.28 means that customers believe Canal[+] in understanding of their needs and wants. According to the overall mean value, core competencies mentioned in the customer value related with services are possible to fulfill the primary concerns of the customers in some extent.

4.2.7 Customer Satisfaction

Five circumstances that can make satisfaction are put in order to measure the customer satisfaction. The following table represents the mean scores of the customer satisfaction.

Table (4.9) Customer Satisfaction

No.	Statements	Mean	Std. Deviation
1.	Meets the expectation towards the services that are provided.	4.25	.907
2.	Purchase of Canal$^+$ is the right thing.	4.36	.822
3.	After watching the programs, the enjoyment is very much.	4.27	.849
4.	Totally satisfied with Canal$^+$	4.24	.893
5.	Accept a reasonable price rise because the provisions of services match with expectations.	4.30	.783
	Overall Mean	**4.284**	

Source: Survey data, February 2022

According to Table 4.9, this study found that the highest mean score is 4.36 in which customers think they did the right thing when they purchased Canal$^+$ pay television. The second largest mean is 4.30 in which customers accept a reasonable price rise because the provisions of services match with expectations. The respondents have enjoyed the programs very much after watching it as the mean score is 4.27. The respondents are happy that they meet the expectation towards the services that are provided by Canal$^+$ Myanmar. The lowest mean score is 4.24 in which overall, customers are satisfied with Canal$^+$ Myanmar. The overall mean score of 4.284 means that customers are likely to support that they are satisfied with Canal$^+$ Myanmar's service.

4.2.8 Customer Loyalty

The calculations aim to seek the level of customer loyalty in Canal$^+$ Myanmar. The results in the form of mean scores are indicated below.

Table(4.10) Customer Loyalty

No.	Statements	Mean	Std. Deviation
1.	Repeated choices of customers	4.32	.784
2.	Even if other providers offered lower prices, customers stay with Canal$^+$.	4.24	.853
3.	Prefer the quality of Canal$^+$ to the quality of competitors	4.34	.853
4.	Tell others about positive things of Canal$^+$	4.28	.856
5.	Even if a problem occurs in the products/services of the Canal$^+$, switch to other competitors is impossible.	4.37	.828
	Overall Mean	**4.31**	

Source: Survey data, February 2022

According to the Table 4.10, the highest mean score is 4.37. This means that customers would not switch to a competitor, even if they have a problem with the products/services of the Canal$^+$ pay TV. On the other hand, the lowest mean score of the statement is that even if other providers offered them lower prices, they continue as a customer of Canal$^+$ pay TV with the mean score 4.24. The overall result of customer loyalty with the mean score is 4.31 and it outlines that most of the respondents keep their loyalty on Canal$^+$ Myanmar.

4.3 Analysis of the Effect of Service Quality on Customer Satisfaction

In this study, multiple regression analysis is used to explain the analysis of the effect of service qualities on customer satisfaction of Canal$^+$ Myanmar. The study focuses on reliability, tangibles, content quality, customer service, convenience, and

customer value as the influencing factor of customer satisfaction of Canal$^+$ Myanmar. In this analysis, dependent variable is customer satisfaction, and the results are shown in Table 4.11.

Table (4.11) Effect of Service Quality on Customer Satisfaction

Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	.374	.682		.548	.584
Reliability	.079	.049	.076	1.612	.108
Tangibles	.185***	.065	.172	2.820	.005
Content Quality	.154***	.060	.155	2.578	.010
Customer Service	.033	.066	.032	.502	.616
Convenience	.249***	.061	.230	4.107	.000
Customer Value	.278***	.051	.274	5.409	.000
R Square	.724				
Adjusted R Square	.720				
F value	172.045***				

Source: Survey data, February 2022

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

By results, an R Square of 0.724 reveals that 72.4% of the data fit between service quality and customer satisfaction. The Adjusted R Square value is 0.720 which indicates that 72.0% of variation in the effect of service quality on customer satisfaction. The value of F test, the overall significance of this model is highly significant at 1% level.

Table 4.11 indicates that the significance value of tangibles, content quality, convenience and customer value are 0.005, 0.10, 0.000 and 0.000 means the variables are significant at 1% level. The standardized coefficient (Beta) indicates that tangibles,

content quality, convenience and customer value have positive relationship with the dependent variable (customer satisfaction) of this study.

Significant at 1% level and the standardized coefficient value shows that there is a relation between tangibles and customer satisfaction. Therefore, a unit increases in tangibles will make to increase 0.172 units in customer satisfaction. Having modern-looking equipment and providing reassuring and sympathetic service towards customers who have problems are the main reasons to increase tangibles at a significant level of 1%.

The standardized coefficient value of content quality demonstrates the positive relationship with customer satisfaction. When a unit rises in the content quality, it also raises 0.155 units in customer satisfaction. Similarly, relevant arrangement for the seasonal programs and better possession of sport channels than any other free-to-air sport channels make the content quality to be highly significant at 1% level.

The beta value exists in convenience is 0.230 which means that the positive relationship within convenience and customer satisfaction is situated. Every unit raise in convenience will force in customer satisfaction to increase 0.230 units. Additionally, the key points why convenience is significant at 1% level because of the availability of purchase $Canal^+$ from online and the payment of the bill by using various online payment systems.

The outcome of positive relationship is found between customer value and customer satisfaction because of the beta value. According to the beta value, a unit increase in customer value can push customer satisfaction to raise 0.274 units. The critical points form customer values to be significant at 1% level are because of the reasonable monthly fee, cash back offer and seasonal promotion within extra validity period. This creates value for customers by saving their money in subscribing $Canal^+$ Myanmar. All of these facts lead customer value to get the highest score of standardized coefficients among other variables.

Four variables among six is strongly significant as stated by regression analysis table. Reliability and customer service are not significant at any significant level. It means that reliability and customer service do not impact on customer satisfaction. Customer satisfaction will not increase or decrease due to the reliability and customer service which are provided by $Canal^+$ Myanmar. It can be concluded that if $Canal^+$ service provider enhances the reliability that impact on trust and the overall impression left in the mind of

a customer after service consumption and also enhance the customer service, this action can increase customer satisfaction.

4.4 Analysis of the Effect of Customer Satisfaction on Customer Loyalty

In this study, regression model is applied to analyze the effect of customer satisfaction on customer loyalty of Canal$^+$ Myanmar. The results from gathering this model are shown in Table 4.12.

Table (4.12) Effect of Customer satisfaction on Customer Loyalty

Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.758	.569		6.601	.000
Customer Satisfaction	.831***	.026	.846	31.713	.000
R Square	.716				
Adjusted R Square	.716				
F value	1005.733***				

Source: Survey data, February 2022

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

Table 4.12 shows the regression analysis of customer satisfaction on customer loyalty. In this Table, R square (proportion of the variance in the dependent variables accounted by model) is 0.716 and adjusted R square is 0.716. The model can explain 71.6% about the variance of dependent variable (customer loyalty) with the independent variables (customer satisfaction). The value of F test, the overall significance of this model is highly significant at 1% level.

By results, the standardized coefficient (Beta) indicates that customer satisfaction has positive relationship with customer loyalty. A unit increases in customer satisfaction

will lead to 0.846 unit increases in customer loyalty. Correlation coefficient (R) measures the linear relationship between dependent variable and independent variables. As shown in table 4.12, R (the correlation between the independent variables and dependent variable) is 0.846 which lie between 0 and 1. Therefore it indicates that customer satisfaction and customer loyalty is correlated.

According to the result, customer satisfaction has the positive effect on customer loyalty. This shows that the greater the customer satisfaction, the greater the customer loyalty. Customer satisfaction is an important thing for the service provider because the customer would disseminate their sense of satisfaction to other prospective customers, in addition that customer satisfaction could increase trust to a company. Customer satisfaction and trust in the company become critical to increase profits. Thus, the company maintains a good relationship with the customers. The long-term satisfaction has an effect in the forming of customer loyalty.

CHAPTER (5)

CONCLUSION

This chapter presents conclusion chapter which is divided into three sections. Findings and discussions describe in section one. Second section presents suggestions and recommendations, and final section describes needs for further research.

5.1   Findings and Discussions

This study analyses the effect of service quality on customer satisfaction and customer loyalty of Canal$^+$ viewers in Yangon. Descriptive statistics indicates frequencies and percentages relating to the demographic's characteristics of the respondents of Canal$^+$ viewers in Yangon. Customers of the male respondents are more than female respondents. For educational level, over the half of the respondents are graduated whereas postgraduate respondents are following in the second place. Due to statistics, it is found that most of the respondents are middle age. The majority of the respondents are middle-income earners.

According to the results of mean scores, all six dimensions of the service quality namely reliability, tangibles, content quality, customer service, convenience and customer value have been found that most of the respondents agree with Canal$^+$ service quality is in good condition. In terms of overall mean scores, convenience and customer value are the highest among others. This shows that the quality of service provided by Canal$^+$ can make customers feel comfortable and conform to advantages that are most valued by customers.

Regression model with service quality, customer satisfaction and customer loyalty are included in this study. The result observes that there is a significant relationship between service quality, customer satisfaction and customer loyalty. Two research objectives are used to identify the effect of service quality on customer satisfaction in Canal$^+$ Myanmar and to analyze the effect of customer satisfaction on customer loyalty in Canal$^+$ Myanmar.

According to the first objective, it finds out the following. Under the service quality category, tangibles, content quality, convenience and customer value have the

direct effect on customer satisfaction when the left two variables do not associate with the customer satisfaction. The design and function of Canal$^+$ digital set-up boxes are aligned with a contemporary style which leads to get the highest mean score in tangibles. In the case of content quality, it is realized that Canal$^+$ broadcast many seasonal programs with the highest provable mean score compared with others. Related with the matter of convenience, customers enjoy most for their purchase of Canal$^+$ easily from online.

Concerned with the second objective of the study, there is the influence of customer satisfaction on consumer loyalty. Due to the data, customers believe that the purchase of Canal$^+$ is the right choice in their mind. Likewise, it is also discovered that they have willingness to pay additional charges because services provided by Canal$^+$ meet with their expectations. In measuring the loyalty, it reveals that most of the customers stay with Canal$^+$ Myanmar because of the service qualities which surpass other competitors in the market. The prominent condition why customers remain loyal to Canal$^+$ Myanmar highlights their tendency to subscribe continuously even if a problem occurs related with product or service. To sum it up, the outcome came out from the standardized coefficient of the regression analysis demonstrated that the effect of customer satisfaction exists on customer loyalty.

The results of this research show that all six dimensions of service quality get impressions from customers and in overall, customers' satisfaction are beyond their foreseeable sense due to Canal$^+$ Myanmar performance. The results of research indicate that service quality has positively significant effects on satisfaction of customer and customer loyalty. The significant positive effects between Customer satisfaction and customer loyalty are also positive. The results specify that service quality makes a significant contribution to the achievement of customer satisfaction and customer loyalty. Thus, service quality and customer satisfaction become the main thing in the formation of a good customer loyalty. A brand that does not have a loyal consumer base will be vulnerable to competitors. The advantage of having loyal customers is the cost of maintaining them which is cheaper than looking for new customers. In addition, for competitors to seize loyal customers is costly.

This study finds out the following: (1) there is the influence of service quality on customer satisfaction, and it assures that good service quality creates high customer satisfaction; (2) there is the influence of customer satisfaction on consumer loyalty, and it

confirms that high customer satisfaction can create customer loyalty. In fact, service encounter with playing an important role in customer's satisfaction and loyalty.

The findings of this study portray Canal$^+$ Myanmar to fix services and products that suit and able to satisfy customers in order not to lose their clients. Canal$^+$ Myanmar needs to provide special treatment to the loyal customers, but without distinguishing the main services received by each customer. In this case, the loyal customer data owned by Canal$^+$ Myanmar help to understand the transaction pattern of the customer. As the previous description, there are two reasons why tracing the transaction pattern of the customer is required to be done. Firstly, the cost of acquiring new customers is more expensive than maintaining loyal customers. Second, the practical function of loyal customers are promoters for their consumption experience or often called word of mouth and positive reference is the beginning of direct communication to the public. In this way, focuses of Canal$^+$ Myanmar convince to their customers to meet satisfaction according to their target and marketing tool.

5.2   Suggestions and Recommendations

Today pay TV sectors in Myanmar are facing so many challenges i.e., increase in customers' demands and expectations in line with provision of premium quality services. Increasing customer demands together with constant growing competition are persuading the pay TV sector in Myanmar to adapt new competitive and innovative ways which will help them to take the lead in the marketplace in the form of loyal customer-base. In contemporary competitive environment, evidence proves that service quality is an excellent technique for enhancing customers' satisfaction level and loyalty to the organization. Being the main objective of this study is to determine the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon, it can only give suggestions and recommendations based on the findings relative with service quality and its dimensions such as reliability, tangibles, content quality, customer service, convenience and customer value have significance and positive association with satisfaction and loyalty of customers.

Based on the results find out in the calculation of regression, reliability and customer service cannot associate with the customer satisfaction. In the context of the present situation, Canal$^+$ Myanmar should emphasize more in the processes that can

increase the reliability and improve customer service. To receive the secure reliability from customers, they have mainly responsibility to handle the transmission is interrupted frequently when the weather is bad. They should consider being able to run broadcasting system smoothly because sometimes it can happen no signal even though the weather is fine. Henceforward, Canal⁺ Myanmar should be more careful in their coming maintenance and upgrade their technology because it can gradually impact the audio and video quality of their channels to be low standard.

In serving customers, service personnel should speak more politely and patiently in the case of customer enquiry about information and when they try to get back the signal by using their remote controls after upgrade of Canal⁺ Myanmar because most of the customers are unfamiliar with technology. As Canal⁺ Myanmar launches their OTT application called my Canal Myanmar, customers around the world are possible to watch the channels. So, Canal⁺ Myanmar should create a network to communicate and serve their worldwide customers.

The insignificant outcome of tangibles and content quality with customer satisfaction is resulted and this may be due to couple of reasons i.e., many of the previous research on this construct have been done in developed countries while this research study in a developing country where the concept of customer service and service quality is entirely different from developed countries on environmental grounds. Therefore, it can suggest that Canal⁺ Myanmar should consider other factors of service quality rather than tangibles and content quality. Being a company in the pay TV industry of a developing country, tangibles and content quality should not emphasize too much because expenses outweigh profits.

Service quality has been admired by the organizational researchers all around the globe as a competitive weapon which differentiates the organization from its rivals in a better positive way by enabling the service organizations to delight the customers through the provision of premium quality services on consistent basis and subsequently enhance their satisfaction and loyalty to the organization. The marketers should understand and determine the factors in order to improve premium service quality that enhances the customer satisfaction in pay TV sector of Myanmar. To improve the service quality, many surveys should be managed data for customers perceptions, recommendation and expectations to improve the service quality. Pay TV providers in Myanmar must adopt a win-win service quality strategy through which provides value to the customer and

customer remains loyal to the organization. In this situation, the provision of the value must conform to the satisfaction of the customers. Moreover, innovating in the services according to the needs and demands of the customers is also essential. In this regard, Canal$^+$ Myanmar should take into consideration about their financial situations in terms of end result in their service quality innovations. The focus should be on the long run rather than handling the current situation.

The pay TV providers in Myanmar are similar to one another in serving their customer. In order to reach a competitive edge, pay TV providers should consider their products and service to be disparate and unique from their rivals. Nevertheless, the provision of premium quality services holds utmost importance among the factors which can enable the pay TV providers to have a competitive edge over the rivals successfully in today's market-driven system, customers are not loyal to one particular pay TV provider. Nowadays, all what customers need is quality of products and services which satisfy requirements effectively. The major need of current pay TV providers is to find the ways to create satisfied and happy client-base. To have happy customer base who enhances their financial performance and profitability, the financial institutions must consider above discussed antecedents of customer satisfaction.

5.3   Needs for Further Research

The study focuses on the effect of service quality on customer loyalty of Canal$^+$ viewers in Yangon. Future research might carry out at group levels. The sample of the present study included only the customers in Yangon and customers in other areas are not included in this study. This research was conducted only Canal$^+$ Myanmar. Thus, it may not be generalizable to other pay TV providers. Therefore, more pay TV providers need to be investigated. It is also suggested that other related factors of service quality namely, organizational behavior, HR, leadership and internal marketing should be contained in the further studies. In addition, further study is needed on relationship marketing and customer relationship management to formulate a relationship marketing strategy as a competitive advantage to retain their current customers through long-term and stable relationships and seek feedback to improve customer satisfaction and loyalty.

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APPENDIX I

QUESTIONNAIRES SURVEY

The information provided in the questionnaire will remain strictly confidential and anonymous. The information will be used only for the purposes of the study whose findings will be to assist to meet the requirements of a degree of Master of Business Administration.

Your participation is highly appreciated.

Part A: General Information

Instructions: Please check ✓ on your selected answers.

A1. What is your gender?

□ Male   □ Female

A2. What is your highest level of education?

□ Postgraduate   □ Graduate   □ Undergraduate

□ Diploma/Certificates

A3. What is your age group?

□ Under 18 years   □18-25 years   □ 26-35 years

□ 36-45 years   □ Over 45 years

A4. How much is your monthly income?

□ Under 300,000   □ Ks 300,000 to Ks 600,000

□ Ks 600,000 to Ks 1,000,000   □ More than Ks 1,000,000

A5. What is your occupation?

□ Employee   □ Student   □ Self Employed

□ Other

Part B: Service Quality of Canal Plus Pay TV

Instructions: Please check ✓ on your selected answers.

(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		1	2	3	4	5
Reliability						
1.	Error seldom occurs to Canal Plus pay TV service system.					
2.	The transmission is good regardless of whether the weather is good or bad.					
3.	The Canal Plus television operator provides good audio quality of all the channels.					
4.	The Canal Plus television operator provides good video quality of all the channels.					
5.	The Canal Plus service provider keeps its customers informed about when services are performed.					
Tangibles						
1.	Canal Plus pay television service provider has modern-looking equipment.					
2.	Employees are well dressed and neat in appearance.					
3.	Physical materials associated with the service (such as pamphlets or billboards) are visually appealing at your pay TV service provider.					
4.	Canal Plus pay television service provider physical facilities are visually appealing.					
5.	Compassionate and reassuring approach is used when customers occur with problems.					

Content Quality						
1.	The numbers of channel offered by the Canal Plus service provider is enough.					
2.	The Canal Plus pay television service operator provides the most current movies and programs.					
3.	The channels are arranged seasonal programs.					
4.	The Canal Plus pay television service provides channels that are not offered by competitors.					
5.	The sport channels provided by the Canal Plus service provider are better than sport channels in non-paid TV.					
Customer Service						
1.	The Canal Plus pay television operator provides a variety of customer support system for their customers.					
2.	I can easily access to the customer service through 24 hours customer service hotline.					
3.	The customer service personnel are knowledgeable in giving technical support by phone.					
4.	Complaints from customers are processed speedily.					
5.	The customer service personnel speak politely.					
Convenience						
1.	I can pay the Canal Plus pay television bill at many places.					
2.	I can change my Canal Plus package type easily.					
3.	Canal Plus pay television operator provides multiple package options.					
4.	I can pay the Canal Plus pay television bill from different online payments system.					

No.		1	2	3	4	5
5.	I can buy the Canal Plus service provider from online.					
Customer Value						
1.	Installation and activation cost of the Canal Plus services are affordable.					
2.	The monthly fee is reasonable.					
3.	The price for promotion package is reasonable.					
4.	I think, I pay enough money for more number of channels in a pack.					
5.	I save more money from extra validity period, cash back offer and seasonal promotion.					

Part C: Customer Satisfaction

Instructions: Please check ✓ on your selected answers.

(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		1	2	3	4	5
Customer Satisfaction						
1.	Canal Plus pay television company meets the expectation towards the services that are provided.					
2.	I think I did the right thing when I purchased Canal Plus pay television.					
3.	After watching the programs provided by Canal Plus, I feel that I have enjoyed it very much.					
4.	Overall, I'm satisfied with Canal Plus.					
5.	I accept a reasonable price rise because the services this firm provides match my expectations.					

Part D: Customer Loyalty on Canal Plus Pay TV

Instructions: Please check ✓ on your selected answers.

(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		1	2	3	4	5
Customer Loyalty						
1.	If I had to choose again, I would choose this Canal Plus pay television service provider again.					
2.	Even if other providers offered me lower prices, I continue as a customer of Canal Plus pay TV.					
3.	I prefer the quality of Canal Plus pay TV to the quality of competitors.					
4.	I would tell other positive things about the Canal Plus pay TV.					
5.	I would not switch to a competitor, even if I have a problem with the products/services of the Canal Plus pay TV.					

APPENDIX II

STATISTICAL OUTPUT

Regression Analysis of Service Quality on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.724	.720	1.918

a. Predictors: (Constant), Customer value, Reliability, Convenience, Content Quality, Tangibles, Customer Service

b. Dependent Variable: Customer Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3798.713	6	633.119	172.045	.000[b]
	Residual	1446.225	393	3.680		
	Total	5244.938	399			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer value, Reliability, Convenience, Content Quality, Tangibles, Customer Service

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.374	.682		.548	.584
	Reliability	.079	.049	.076	1.612	.108
	Tangibles	.185	.065	.172	2.820	.005
	Content Quality	.154	.060	.155	2.578	.010
	Customer Service	.033	.066	.032	.502	.616
	Convenience	.249	.061	.230	4.107	.000
	Customer value	.278	.051	.274	5.409	.000

a. Dependent Variable: Customer Satisfaction

Regression Analysis of Service Quality on Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846^a	.716	.716	1.898

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Customer Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3624.392	1	3624.392	1005.733	.000^b
	Residual	1434.286	398	3.604		
	Total	5058.677	399			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.758	.569		6.601	.000
	Customer Satisfaction	.831	.026	.846	31.713	.000

a. Dependent Variable: Customer Loyalty